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KNOW U DIDNT

Week # 398 February 28th, 2022 of Glasgow & Scottsville, KY

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Brain Teaser

What are the next 3 letters in the following sequence?
J, F, M, A M, J, J, A

—,—,—

Answer: S,O,N. The sequence is the first letter of the months of the year. Sept., Oct., and Nov. are the next in the sequence.

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Pop Culture

- Universities across the nation offer pop culture courses. Here are just a few of the course titles: "Walk Tall: Beauty, Meaning and Politics in the Lyrics of Bruce Springsteen" (Potsdam University); "Because Dave Chappelle Said So" (Vassar University); "Lady Gaga and the Sociology of Fame" (University of South Carolina); "Philosophy of Star Trek" (Georgetown).
- Two of the biggest American pop culture icons debuted on the very same day a little over 50 years ago. On October 5, 1962, the first James Bond film, "Dr. No" was released in theaters and the first Beatle's single, "Love Me Do" hit the airwaves.
- The Ant Farm, introduced by "Uncle Milton," was invented in the very same year as Raid insecticide.
- Though sales have never really lagged since its beginning, Lego started becoming the same-old, same-old prior to 1999. However when the company started locking in licensing agreements with the likes of Star Wars and Harry Potter, company sales exploded. It even put them ahead of Mattel and Hasbro as the most profitable toymaker in the world. The 2000s introduced characters from just about every superhero movie out there as well as other popular characters such as Sponge Bob, Pirates of the Caribbean and Toy Story. The brilliant idea of introducing a set for various scenes of various movies had collectors racing to the stores and profits soared. Just to give you an idea, if you were to buy the entire Star Wars Lego line, it would cost you $14,762.

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Sudoku Level: Novice

						9		3
		3	8	5		2		7
6		8		3	7			
	7	6	2		9		1	
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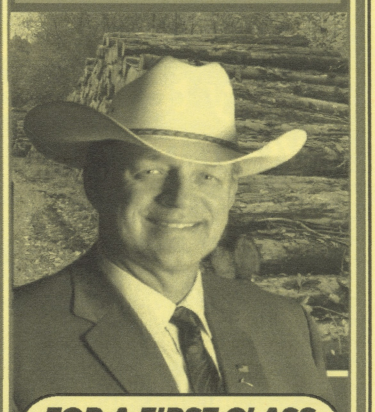

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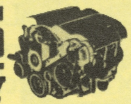
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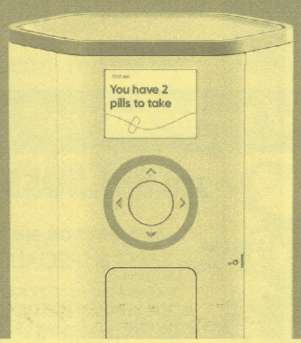

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Where's Waldo

- In the 90s, British illustrator, Martin Handford, came out with a series of seek-and-find books, titled *Where's Waldo,* in which readers had to find the character, Waldo (or Wally) in various highly-detailed scenes. The concept was that Waldo, who donned a red-and-white striped shirt and hat, was travelling around and sending postcards of himself to the reader.
- The two-page spreads include Waldo among hundreds of other characters and objects (some of them also being red and white) making it very difficult for the reader to find him. It took Handford sometimes 8 weeks just to draw one spread and there were as many as 3,000 to 4,000 tiny images in each picture.
- The books became wildly popular throughout the U.S. and was at the top of the best-seller list. But what you may not know is that Handford's concept for the book was extremely similar to a series of books published just a few years before. The title, the name of the main character and even the artwork greatly resembled the books published by Hilary Knight, titled *Where's Wallace?* In Knight's version, an orangutan has escaped the zoo and the reader must find him in beach scenes, department stores, sports stadiums and so on.
- In the early 1990s, schools across the country banned *Where's Waldo* books from their school libraries. Some of the characters in the 10th anniversary edition were drawn slightly exposed and parents were also upset by what they perceived to be satanic hand gestures (although they were the universal gesture for rock-and-rollers). The book ended up on the 100 top banned books list.
- Despite the ban (or maybe because of it), the series of books became wildly popular selling more than 50 million copies to date. His popularity even sparked a Guiness World Record in which 3,872 Wally look-alikes gathered in Merrion Square in Dublin, Ireland in 2011. It broke the previous record of 1,052 look-alikes that had gathered in New Jersey in 2009.
- In France, Waldo is known as Charlie. In Germany he is known as Walter; in Demark he is known as Holger; in Croatia he is known as Jura and in Norway he is known as Willy.
- A Media Arts student has started a Google Earth project in which she has painted 54-foot Waldos on the rooftops of various buildings. You can find them by zooming around on Google Earth.

Do You Fancy Facts?

*Live out of state but like reading KUD?

*Have a hard time getting out of the house?

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Uses for empty tic tac containers: 1) Toothbrush cover for travel 2) Q-tip storage for travel 3) Ribbon storage (roll up your ribbon, place it in the container and leave one end coming out of the opening of the container) 4) Store spices for camping 5) Store toothpicks & matches 6) Store sewing notions such as buttons, needles and thread.

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The Cereal Wars

- In the beginning, breakfast grains were offered up as a healthy alternative to the meat-laden, cholesterol-loaded breakfasts that most were accustomed to. Dr. James Jackson invented granula (now known as granola), but the brick form it came in was hardly edible.
- Still, it inspired Dr. John Kellogg from Battle Creek, Michigan to come up with a grain that was both healthy and palatable. Though by accident, Kellogg managed to come up with a crispy flake and dollar signs were soon flashing before his eyes.
- Seeing there was money to be made from this new breakfast food, salesman Charles Post decided he would dabble in the cereal business. He came up with Grape Nuts and made claims that they cured everything from appendicitis to even a low IQ. The false advertising worked to the tune of Post bringing in $1 million in his first year.
- Determined to win the war without offering ridiculous claims, Kellogg responded by giving out free boxes of cereal. However, Kellogg soon had more than Post to contend with. Seeing how lucrative the corn flake business was, imitators began to pour in. There was nothing to set apart one cereal from the next. Companies had to literally think outside the box. After seeing one cereal company become so popular based on its mascot on the box, all cereal companies began to follow suit.
- Soon cereal mascots were a must and companies were willing to fork over the money to do it. Post alone was paying its artists $1.5 million to come up with various mascots to put on their cereal boxes. One of those artists was a wet-behind-the-ears kid named Walt Disney.
- With new mascots came a new audience and by the 1960s, nearly all marketing efforts (90 percent) were geared towards children. And companies soon realized that kids didn't care about health. All they wanted was sugar!
- When television was introduced, cereal companies became the second-largest advertiser (and remains so today). TV programs were even designed to help sell cereal with main characters, such as Howdy Doody, Roy Rogers, Yogi Bear and Fred Flintstone, even carrying out a marketing pitch for a cereal in the middle of the show. By 1990, characters were forbidden from selling to kids during shows, believing the act to be manipulative.

The Zombie Epidemic

- An obsession that seems to have stretched across many eras is the obsession with zombies. From movies to TV shows, books and video games, it seems we just can't get enough of the stuff. We even have Zombie 5Ks to raise funds for some sort of charity.
- But though it seems like the past decade has seen an explosion in zombie mania, the craze actually started much earlier than you might think.
- The earliest known literature containing stories of zombies was found in H.P. Lovecraft's story, "Herbert West: Reanimator" found in the 1922 publication, "Home Brew."
- In 1929 the term "zombi" (not "zombie") was popularized by the William Seabrook's novel, "The Magic Island." These weren't the flesh-eating monsters we know today, but were instead mindless servants who were controlled by voodoo.
- In 1954, author Richard Matheson, introduced us to the first known instance of an undead apocalypse in his book, "I Am Legend." Though the monsters in the book more resembled vampires, the idea of a widespread pandemic brought about by infected humans biting healthy humans spurred numerous other books and films. The book inspired various adaptations in film, including Will Smith's version in 2007. It became the top-grossing zombie film ever to be produced. In all of the film versions of the book, none of them got the ending right.
- The first film to include flesh-eating zombies, was "Night of the Living Dead" produced by George A. Romero. It was because of his film that Romero was dubbed "Grandfather of The Zombie." Interestingly enough, the word "zombie" was never even used in the entire film.
- By the 1980s, Americans had been bitten by the zombie bug and films reflected our obsession with it. However, by the time the 90s rolled around we were yawning at the idea of another zombie film.
- The 2000s brought another attempt at resurrecting the dead, so to speak. "Resident Evil's" popularity as both a movie and a video game catapulted our interests once again. It was in 2003, that "The Walking Dead" first came on the scene as a comic book. Ironically, it was not received well, selling only around 7,000 copies.

Use ice cube trays to freeze leftovers such as sauces, broths and baby food. Each standard cube holds about 1 ounce or 2 Tbsp. For quick reference, **2 cubes=1/4 cup, 4 cubes =1/2 cup, 6 cubes=3/4 cup and 8 cubes=1 cup**

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